



# New Product Overview

Information About Apple Printers

July 1997



## LaserWriter 8500

### Product Description

The Apple® LaserWriter® 8500 is Apple's high-performance, versatile workgroup printing solution for Mac® OS and Windows users. The first LaserWriter based on Adobe PostScript™ 3—the latest, greatest version of the industry-leading page-description language—this professional-quality printer breaks new ground in advanced laser printing capabilities. It's the fastest-ever LaserWriter and can print on up to 13- by 20-inch paper, it is also the first LaserWriter to support full-bleed printing on paper sizes up to ledger/A3. In fact, the LaserWriter 8500 offers extremely flexible paper-handling capabilities, including a convenient single-box option: the LaserWriter 8500 *Plus* Upgrade Kit, which includes the 500-Sheet Ledger/A3 Cassette and Feeder, the Duplex Printing Unit, and 8 megabytes of RAM. These features, plus outstanding compatibility and connectivity, make the LaserWriter 8500 the ideal solution for any organization that needs to print high volumes or complex documents quickly and with superior quality.

### Positioning

Apple's fastest, most versatile workgroup LaserWriter with Adobe PostScript 3, for Mac OS and Windows users.

### Key Selling Points

- **Ground-breaking new capabilities.** The LaserWriter 8500 printer introduces several significant milestones for Apple's high-performance LaserWriter line, including the first use of Adobe PostScript 3—which enhances performance, image quality, and page processing—and support for full-bleed printing on various paper sizes, including ledger/A3.

- **High-speed, high-volume printing.** Taking advantage of its powerful RISC processor, the LaserWriter 8500 can provide output at a blazingly fast 20 pages per minute; and with additional paper trays, it can be configured to handle up to 1,650 sheets. And for customers who crave optimal convenience for flexible, high-volume printing, there's the optional LaserWriter 8500 *Plus* Upgrade Kit, which includes the 500-Sheet Ledger/A3 Cassette and Feeder, the Duplex Printing Unit, and an additional 8 megabytes of RAM.

- **Outstanding compatibility and connectivity.** For easy integration into the mixed computing environments common to organizations today, the LaserWriter 8500 is compatible with Mac OS, Windows 3.1, Windows 95, Windows NT, and UNIX® systems; and supports most popular networking protocols, including AppleTalk®, EtherTalk®, Novell IPX, and TCP/IP. In addition, its advanced LaserWriter 8.5 software offers an Internet Protocol (IP) printing feature that makes the LaserWriter 8500 easily accessible for remote printing.

- **Superior print quality.** The LaserWriter 8500 provides impressive, photorealistic images and precise, sharp text, using Apple's PhotoGrade and FinePrint™ technologies. In fact, it features an improved version of PhotoGrade that provides settings of up to 150 lines per inch, for unsurpassed clarity of output.

- **Flexible paper handling.** Different organizations have different paper-handling needs—and the LaserWriter 8500 can meet virtually all of them. It comes with built-in support for 650 sheets, offers a number of easy-to-install options—including the convenient upgrade kit mentioned earlier—and can print on a wide variety of media such as postcards, transparencies, and envelopes, and on paper sizes up to 13 by 20 inches.

### Prospects

The LaserWriter 8500 printer is designed for Mac OS and Windows users who require a high-performance, high-volume printer with flexible paper-handling capabilities and excellent compatibility. Likely prospects are those wanting to use this printer for general productivity or desktop publishing in a workgroup setting—in business, publishing, or education.

## Where the Apple LaserWriter 8500 Wins

- **Superior image quality.** The improved PhotoGrade technology used by the LaserWriter 8500 provides photorealistic output and supports settings up to 150 lines per inch.
- **Adobe PostScript 3.** As one of the first printers based on this new version of the industry-leading page-description language, the LaserWriter 8500 provides enhanced image quality and faster performance.
- **Fast print engine.** The 20-ppm print speed and powerful RISC processor of the LaserWriter 8500 let users see their ideas in print quickly—faster than they could with many competing printers.
- **Price.** The LaserWriter 8500 will be priced several hundred dollars below its most significant competitors. In addition, it will come with bundled software worth more than \$200.

## Apple vs. Competition

	Apple LaserWriter 8500	HP LaserJet 4MV	Lexmark Optra N
<b>Speed</b>	20 ppm	16 ppm	24 ppm
<b>Resolution</b>	<b>600 dpi with improved PhotoGrade &amp; FinePrint</b>	600 dpi with RET	600 x 600 dpi with PQET
<b>PDL</b>	<b>Adobe PostScript 3</b>	Adobe PostScript Level 2, PCL 6	PostScript Level 2 (clone), PCL 5e
<b>Memory</b>	<b>16MB std., 48MB max.</b>	12MB std., 44MB max.	4MB std., 64MB max.
<b>Paper Capacity</b>	650 std., 1650 max.	350 std., 850 max.	1100 std., 3100 max.
<b>Media Size</b>	<b>Up to 13 x 20 inch paper</b>	Up to 11 x 17 inch paper	Up to 11 x 17 inch paper
<b>Full Bleed</b>	Yes	Yes	Yes
<b>Operating Systems</b>	Mac OS, Windows 3.1, Windows 95, Windows NT, UNIX	Mac OS, Windows 3.1, Windows 95, Windows NT, Novell, UNIX, LAN Manager, AIX	Mac OS, Windows 3.1, Windows 95, Windows NT, Novell, UNIX, LAN Manager, AIX
<b>Protocols</b>	EtherTalk, IPX (Novell) TCP/IP	EtherTalk, IPX (Novell) TCP/IP, SNMP	EtherTalk, IPX (Novell) TCP/IP, AppleTalk, DLC/LLC
<b>Standard Ports</b>	Ethernet, LocalTalk, IEEE1284 Parallel, SCSI	Ethernet, LocalTalk, BiTronics Parallel	Ethernet, 1284 Parallel, RS-232
<b>Processor</b>	<b>AMD 29040 RISC used at 60/30 MHz</b>	33-MHz RISC	50-MHz Intel i960
<b>Fonts</b>	<b>136 Adobe PostScript 3 (Type 1 and TrueType®)</b>	80	116
<b>Software Titles</b>	<b>Nova's Art Explosion, Now Up-To-Date &amp; Contact, Acrobat™</b>	None	CD-ROM QuickStart utility for MarkVision

## Apple LaserWriter 8500

### Out-of-the-Box Capabilities

- Adobe PostScript 3
- Large-format printing (up to 13- by 20-inch paper)
- Internet printing
- Photorealistic image quality with improved PhotoGrade
- Precise, crisp text with FinePrint
- 650-Sheet standard input
- Multiplatform support

## Outstanding support for high-volume printing



The LaserWriter 8500 complements its high-speed printing capabilities (20 ppm) with both standard and optional paper-handling functionality designed to meet the needs of even the most demanding workgroups.

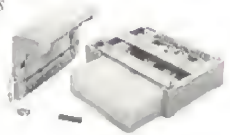
### Apple LaserWriter 8500 Part No. M5571LL/A

### Options and Supplies

#### Apple LaserWriter 8500 Plus Upgrade Kit

##### Part No. M6102G/A

For the ultimate in convenience, this upgrade kit includes the 500-Sheet Ledger/A3 Cassette and Feeder, the Duplex Printing Unit, plus an additional 8MB of RAM.



#### LaserWriter 8500 Duplex Printing Unit

##### Part No. M5896G/A

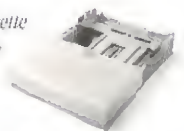
This option makes it easy to print professional-looking double-sided documents and includes an automatic job separating/jogger feature.



#### LaserWriter 8500 500-Sheet Ledger/A3 Cassette and Feeder

##### Part No. M5894G/A

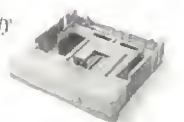
This universal adjustable cassette lets you print on a wide range of paper sizes—up to 13 by 18.5 inches.



#### LaserWriter 8500 500-Sheet Letter/A4 Cassette and Feeder

##### Part No. M5895G/A

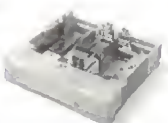
This adjustable cassette lets you print on letter, A4, A5, and B5 paper sizes, and its 500-Sheet capacity accommodates bulk printing. (This cassette is part of the standard configuration.)



#### LaserWriter 8500 75-Envelope Cassette

##### Part No. M5897G/A

This cassette handles a wide variety of envelopes, including COM-10, Monarch, DL, and C5.



#### High-Capacity Toner Cartridge

##### Part No. M5893G/A

High-yield toner cartridge for large-volume printing produces superior printed output, with a yield of up to 14,000 pages.



# Apple LaserWriter 8500



*The fastest, most versatile workgroup LaserWriter with Adobe PostScript 3, for Mac OS and Windows users.*

## Features and Benefits

Including ground-breaking capabilities

Feature	Benefit	
<b>Page Description Language</b>	Adobe PostScript 3	Enhanced performance, image quality, and page processing capabilities provide impressive results.
<b>Large-Format, Full-Bleed Printing</b>	Full-bleed printing on paper sizes up to ledger/A3	Newsletters, brochures, illustrations, and spreadsheets are easily printed on large format paper.
<b>Internet/Intranet Synergy</b>	Internet IP printing	Users can easily print to the LaserWriter 8500 from remote locations using LaserWriter 8.5 software.
<b>Print Speed</b>	20-ppm print speed, using an AMD 29040 RISC processor at 60/30 MHz	High-speed printing lets users see their ideas in print quickly—and makes printer sharing more practical for workgroups with high print demands.
<b>Resolution</b>	600 by 600 dpi; improved PhotoGrade, FinePrint technologies	Superior-quality output makes users' printed communications stand out from the crowd with photorealistic images and precise, sharp text.
<b>Media Handling</b>	650-sheet standard capacity (expandable up to 1,650 sheets); optional LaserWriter 8500 Plus Upgrade Kit; individual options such as extra paper trays, duplexing unit, and envelope cassette	Built to accommodate a range of high-volume printing needs—with convenient, user-installable options that provide flexible choices.
<b>Multiplatform Support</b>	Works with Mac OS, Windows 3.1, Windows 95, Windows NT, and UNIX (Solaris, Sun OS 4.1, HP-UX 9.x, BSD, A/UX, Silicon Graphics IRIX) systems	Broad compatibility encompasses all of the most commonly used operating systems.
<b>Built-in Networking</b>	LocalTalk (AppleTalk), Ethernet (EtherTalk, Novell IPX, TCP/IP), and bidirectional parallel ports	Versatile connectivity with multiple protocols enables use by virtually any workgroup.

## Key Selling Points

- Fastest LaserWriter printer ever
- First Apple printer based on Adobe PostScript 3
- First LaserWriter to offer full-bleed printing on paper sizes up to ledger/A3
- Superior print quality
- Extraordinarily flexible paper handling
- Outstanding compatibility and connectivity

## Target Customers

Business, Publishing, Education

### What they require:

- Professional-quality output
- High-speed, high-volume capabilities
- Multiplatform, multiprotocol support
- Flexible paper handling
- Perfect workgroup printing solution

## Q&A

### *Why did Apple develop this printer?*

The LaserWriter 8500 was developed specifically as an affordable, high-quality, single-box solution for customers in business, publishing, and education. It represents our response to customer input about their needs, through features such as its speed and durability, high-quality output, flexible paper handling, large-format support, Internet and remote printing capabilities, and expandability.

### *What is full-bleed printing?*

This term applies to the ability to print on the entire page (edge to edge). For example, with the LaserWriter 8500, a full-bleed letter-size (8.5- by 11-inch) page can be printed on a ledger-size (11- by 17-inch) sheet with crop marks indicating the actual page dimensions. Or a full-bleed ledger-size page can be printed with crop marks on a 13- by 20-inch sheet.

### *What paper-handling options are available for the LaserWriter 8500?*

In addition to the upgrade kit (described previously), customers can add the following options individually: 500-Sheet Ledger/A3 Cassette and Feeder, 500-Sheet Letter/A4 Cassette and Feeder, Duplex Printing Unit, and 75-Envelope Cassette. (The LaserWriter 8500 can accommodate up to two additional paper trays—which, added to its 650-sheet standard capacity, enables it to handle an impressive 1,650 sheets.)

## Additional Information

<i>Data Sheet</i>	<i>Part No.</i>
Apple LaserWriter 8500	L02389A

### *Other Materials*

LaserWriter 8500 Museum Print Sample	L02386A
LaserWriter 8500 Spreadsheet Print Sample	L02387A
LaserWriter 8500 Feature/Benefit Page	L02388A